

# CITY COUNCIL REPORT



MEETING DATE: July 6, 2005

ITEM NO. 6 GOAL: Coordinate Planning to Balance Infrastructure

**SUBJECT** 1st Avenue & Goldwater - 7-ZN-2005

**REQUEST** Request:  
1. to rezone from Central Business District, Downtown Overlay (C-2 DO) to Downtown/Office Commercial Type 2, Downtown Overlay (D/OC-2 DO) on a 18,895 +/- square feet parcel located at 7002 E 1st Avenue.  
2. To adopt Ordinance No. 3631 affirming the above rezoning.

**Key Items for Consideration:**

- Bringing the parcel into conformance with the General Plan.
- Allowing redevelopment in the Downtown Area.
- Planning Commission recommended approval, 7-0.

**Related Policies, References:**

1. General Plan Land Use Element
  2. Downtown Plan
- (Attached for Reference as Attachment 10)

**OWNER** The Clayton Companies

**APPLICANT CONTACT** Tom Frenkel  
The Clayton Companies  
480-941-2260

**LOCATION** 7002 E 1st Avenue

**BACKGROUND**

**Zoning.**

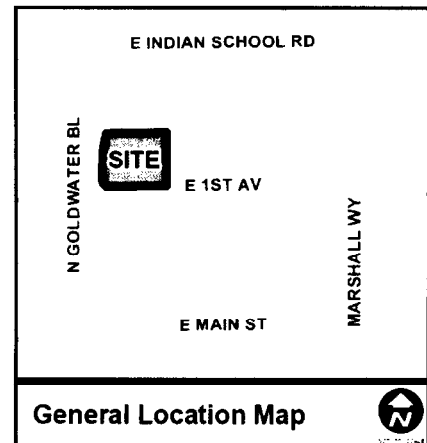
The site is zoned C-2/DO. The C-2/DO zoning district(s) allow for a myriad of land uses including both commercial and residential. The applicant is proposing to change the zoning district to Downtown, Office/Commercial, Type II, Downtown Overlay (D-OC/2; DO). This change would bring the property into conformance with the General Plan, which has a Downtown designation for the property.

**General Plan.**

The General Plan Land Use Element designates the property as Downtown. This category includes typical urban center types of land uses, including commercial, residential, retail, etc.

**Context.**

This property is located at the corner of 1<sup>st</sup> and Goldwater, just south of Indian



School. The surrounding properties are zoned primarily C-2/DO, with a mix of Downtown zoned properties.

**APPLICANT'S  
PROPOSAL**

**Goal/Purpose of Request.**

The applicant's intent with this project is to bring the parcel into conformance with the General Plan, and to improve the property by expanding the existing office structure and providing residential housing units.

**Key Issues.**

- **Bringing the parcel into conformance with the General Plan.**  
The General Plan has long had the overall goal for the Downtown area to encourage and promote rezoning to the Downtown designation. The Downtown Plan, adopted in the 1980's, specifically calls for properties located in the Downtown Area, to be zoned Downtown. While not mandatory, it has long been the City's policy to encourage properties within the Downtown Area to rezone to a "Downtown" zoning designation.
- **Helping stimulate redevelopment in the Downtown Area.**  
One of the key tenets of the Downtown Plan is to encourage the redevelopment of the Downtown Area. Adopting the rezoning of this parcel to a Downtown designation will allow the developer the necessary development standards to build the project they would like to build.

**Development Information.**

- *Existing Use:* Office
- *Buildings/Description:* Currently, there is 1 building
- *Parcel Size:* 18,895 Square Feet
- *Existing Building Height:* 24 Feet
- *Building Height Allowed (If Rezoned):* 38 Feet
- *Proposed Building Height:* 38 Feet
- *Floor Area:* Approximately 15,641 Sq. Ft.

**IMPACT ANALYSIS**

**Traffic.**

Rezoning this property will not create any additional traffic impacts. The allowable land uses and densities are comparable between the existing C-2/DO and the Downtown zoning designations.

**Parking.**

- 27 spaces are required, 27 are provided.

**Water/Sewer.**

There will not be any substantial increase in demand for water and sewer over what the existing zoning designation would require. The applicant will have to demonstrate that the proposed project has adequate water and sewer flow capacity.

**Schools District comments/review.**

Scottsdale Unified School District has been notified of this application, and staff has not received any feedback regarding this proposal.

**Policy Implications.**

The primary policy implication of rezoning a piece of property are the allowable land uses, development standards, and the densities associated with the proposed zoning designation. The proposed zoning designation is in keeping with the character and nature of the Downtown Area, and would make the property subject to the various standards associated with the Downtown zoning. It further brings the parcel into conformance with the General Plan.

**Community Involvement.**

The Community involvement portion of this request is located as Attachment #6 to this staff report. Staff has not received any comments regarding the proposed zone change.

**Community Impact.**

There would not be any noticeable impact to the community, except for the redevelopment of the parcel.

**OTHER BOARDS AND  
COMMISSIONS****Planning Commission.**

The Planning Commission heard this case on June 8, 2005 on the expedited agenda and recommended approval, 7-0.

**STAFF  
RECOMMENDATION****Recommended Approach:**

Staff recommends approval, subject to the attached stipulations.

**RESPONSIBLE  
DEPT(S)**

**Planning and Development Services Department**  
Current Planning Services

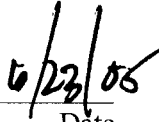
**STAFF CONTACT(S)**

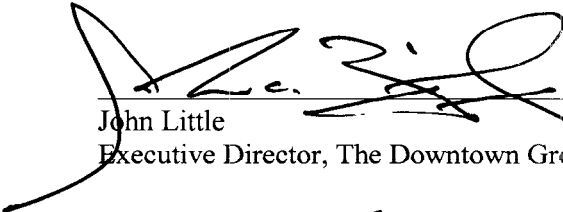
Mac Cummins, AICP  
Senior Planner  
480-312-7059  
E-mail:  
mcummins@ScottsdaleAZ.gov

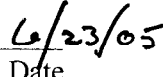
Randy Grant  
Chief Planning Officer  
480-312-7995  
E-mail: rgrant@ScottsdaleAZ.gov

**APPROVED BY**

  
Randy Grant  
Chief Planning Officer

  
Date

  
John Little  
Executive Director, The Downtown Group

  
Date

  
Ed Gawf  
Deputy City Manager

  
Date

**ATTACHMENTS**

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Ordinance No. 3631  
Exhibit 1. Stipulations  
Exhibit 2. Zoning Map
5. Additional Information
6. Citizen Involvement
7. City Notification Map
8. Site Plan
9. Floor Plans
10. General Plan Land Use Element & Downtown Plan
11. June 8, 2005 Planning Commission Minutes

CASE NO. 552-PA-2004

FIRST AVENUE AND GOLDWATER

PROJECT NARRATIVE:

THIS PROJECT IS LOCATED ON THE NORTHEAST CORNER OF FIRST AVENUE AND GOLDWATER BOULEVARD. THERE IS AN EXISTING BUILDING TWO STORY OFFICE BUILDING ON THE WEST SIDE OF THE SITE AND AN EXISTING PARKING LOT ON THE EAST SIDE OF THE PROPERTY. TOM FRENKEL, THE OWNER, PLANS TO REMODEL THE EXISTING BUILDING. THE PLANS CALL FOR ADDING MORE OFFICE/RETAIL AND RESIDENTIAL SPACE TO THE EXISTING BUILDING. THE PARKING AREA WILL BECOME A PARKING GARAGE, AND FOUR NEW TWO STORY RESIDENTIAL LOFTS WILL BE ADDED ABOVE THE GARAGE.

CURRENTLY THE EXISTING BUILDING IS 7365 SF THE NEW OFFICE AREA WILL BE APPROXIMATELY 7000 S.F. AND AN ADDITIONAL 8871 S.F. WILL BE RESIDENTIAL UNITS. THE PARKING GARAGE WILL BE FOR VISITOR PARKING AND WILL INCLUDE A GATED PARKING AREA FOR THE RESIDENCES. ACCESS TO THE RESIDENCES SHALL BE THROUGH A COURTYARD THAT CONNECTS THE RESIDENCES WITH THE OFFICE/RETAIL SPACES AND THE REAR ON SITE PARKING AREA..

THE BUILDING DESIGN WILL BE CONTEMPORARY. THE BUILDING MATERIALS WILL BE 8X8X16 WHITE SPLIT FACE BLOCK WITH 4" BANDS FOR SMOOTH NATURAL GRAY BLOCK. AREAS OF DARK GRAY STAINLESS STEEL PANEL WILL PROVIDE A CHANGE IN TEXTURE AND WILL NOT BE REFLECTIVE. THE WINDOW FRAMES WILL BE BRUSHED ALUMINUM TO BE COMPATIBLE WITH THE STAINLESS STEEL PANELS. THE EXTERIOR BUILDING RAILINGS WILL BE CLEAR GLASS WITH A STAINLESS STEEL CAP RAIL. THE INTERIOR RAILINGS WILL BE METAL RAILINGS PAINTED TO MATCH THE ROOFING MATERIAL. THE WINDOW GLAZING WILL BE CLEAR INSULATED LOW-E GLASS. THE SLOPED ROOF WILL BE A METAL ROOF OF MEDIUM GRAY TO CO-ORDINATE WITH THE STAINLESS STEEL PANELS ON THE SIDES OF THE BUILDING. METAL SCREEN ON THE ROOF WILL CONCEAL THE MECHANICAL EQUIPMENT AND WILL BE THE SAME AS THE ROOFING MATERIAL, WHICH HAS A WEATHERED ZINC LOOK.

THE AREA CONSIST OF A MIXTURE OF DIFFERENT ARCHITECTURAL SCHEMES. THE PROPOSED BUILDING WILL CREATE A MORE INVITING STREETScape WITH THE LARGE NEW PAVED ENTRANCES AND GLASS

FACADES. IT WILL BE LIGHT IN APPEARANCE AND INVITING TO PASSERS BY, WHILE PROVIDING PRIVACY AND SECURITY FOR THE RESIDENTIAL UNITS. NEW LANDSCAPING WILL BE ADDED THROUGHOUT THE COMPLEX TO MEET THE CITY OF SCOTTSDALE LOW WATER REQUIREMENTS.



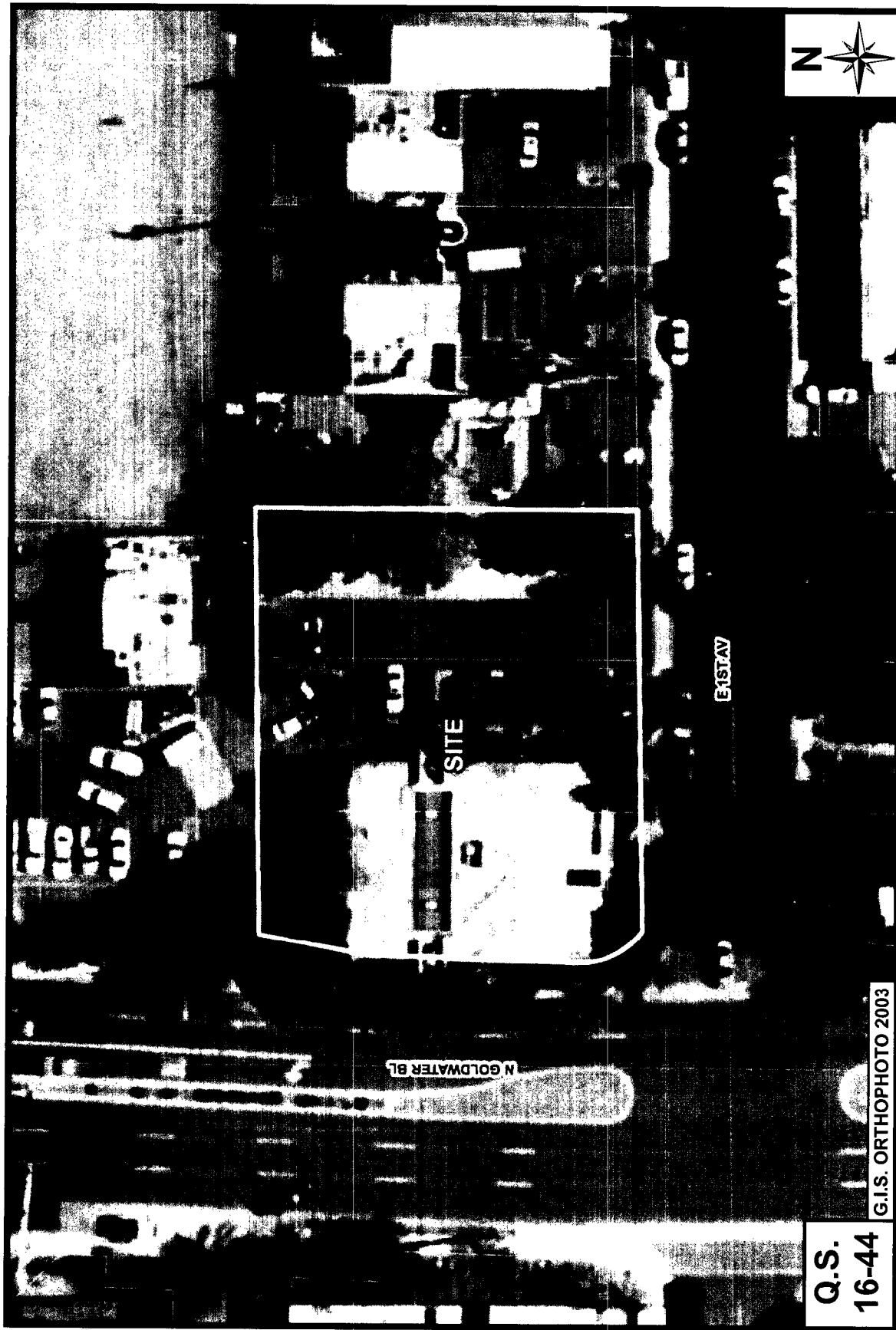
7-ZN-2005

1st Avenue & Goldwater

ATTACHMENT #2

Q.S.  
16-44

G.I.S. ORTHOPHOTO 2003



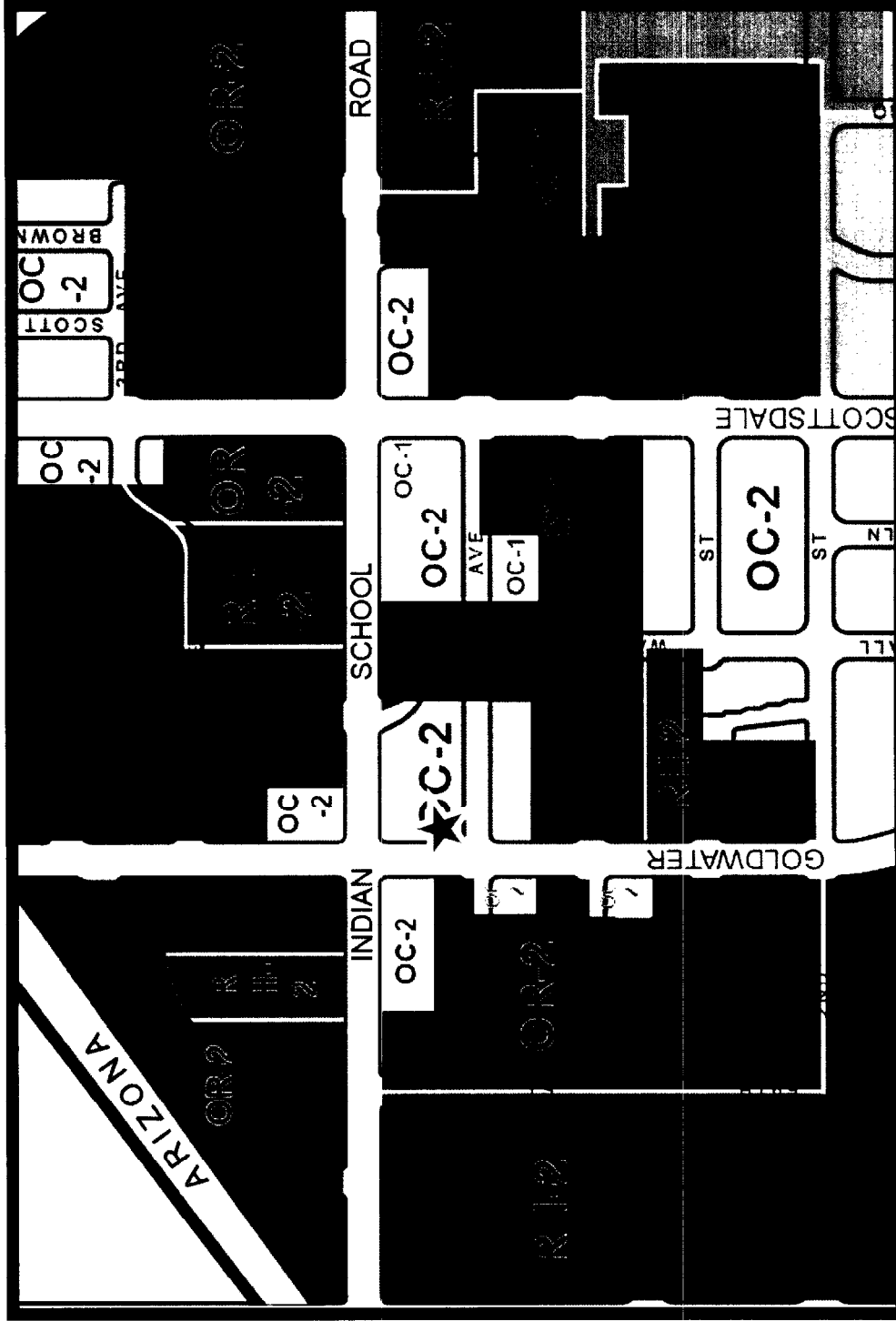
7-ZN-2005

1st Avenue & Goldwater

ATTACHMENT #2A



# Downtown General Plan



- |  |                    |  |                            |
|--|--------------------|--|----------------------------|
|  | Retail Specialty   |  | Residential/Hotel          |
|  | Office Commercial  |  | Regional Commercial/Office |
|  | Civic Center       |  | Residential High Density   |
|  | Office Residential |  | Medical                    |

**7-ZN-2005**  
ATTACHMENT #3

ORDINANCE NO. 3631

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF CHANGING THE ZONING ON THE "DISTRICT MAP" TO ZONING APPROVED IN CASE NO. 7-ZN-2005, FROM C-2 DO (CENTRAL BUSINESS DISTRICT DOWNTOWN OVERLAY) TO D/OC-2 DO (DOWNTOWN/OFFICE COMMERCIAL TYPE 2 DISTRICT DOWNTOWN OVERLAY) ON A 18,895+/- SQUARE FEET PARCEL LOCATED AT 7002 E. 1<sup>ST</sup> AVENUE.

WHEREAS, the Planning Commission and City Council have held hearings on and considered Zoning Case No. 7-ZN-2005; and

WHEREAS, it is now necessary that the comprehensive zoning map of the City of Scottsdale ("District Map") be amended to conform with the decision of the Scottsdale City Council in Case No. 7-ZN-2005.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the "District Map" adopted as a part of the Zoning Ordinance of the City of Scottsdale, showing the zoning district boundaries, is amended by rezoning a 18,895+/- square feet parcel located at 7002 E. 1<sup>st</sup> Avenue and marked as "Site" (the Property) on the map attached as Exhibit 2, incorporated herein by reference, from C-2 DO (Central Business District Downtown Overlay) to D/OC-2 DO (Downtown/Office Commercial Type 2 District, Downtown Overlay).

Section 2. That the above rezoning approval is conditioned upon compliance with all stipulations attached hereto as Exhibit 1 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this 6 day of July, 2005.

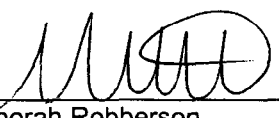
ATTEST:

CITY OF SCOTTSDALE, an Arizona  
municipal corporation

By: \_\_\_\_\_  
Carolyn Jagger  
City Clerk

By: \_\_\_\_\_  
Mary Manross  
Mayor

APPROVED AS TO FORM:

By:  \_\_\_\_\_  
Deborah Robberson  
Acting City Attorney

## STIPULATIONS FOR CASE 7-ZN-2005

### PLANNING/ DEVELOPMENT

1. OUTDOOR LIGHTING. The maximum height of any outdoor lighting source shall be 20 feet above finish grade at the base of the light standard except for recreation uses, which shall comply with the outdoor lighting standards of the Scottsdale Zoning Ordinance.
2. PROPOSED DEVELOPMENT. The proposed development shall demonstrate compliance with all zoning ordinance requirements at the time of the Development Review Board application. The plans submitted with this application are conceptual drawings, and shall not be referenced other than as potential plans. Final site plan, floor plan, and elevations will be approved by the Development Review Board.

### CIRCULATION

1. STREET CONSTRUCTION. Before issuance of any certificate of occupancy for the site, the developer shall dedicate the following right-of-way and construct the following street improvements, in conformance with the Design Standards and Policies Manual:
  - Perpendicular Parking on two-way traffic require a 24 foot driving aisle or angle parking that allows a 17-foot to 20-foot access aisle.
  - Trash Enclosure need to set at 30 degree angle.

Street Name/Type	Dedications	Improvements	Notes
Alleyway	Total 10'	3' Pavement	

2. ACCESS RESTRICTIONS. Before issuance of any certificate of occupancy for the site, the developer shall dedicate the necessary right-of-way, as determined by city staff, and construct the following access to the site. Access to the site shall conform to the following restrictions (distances measured to the driveway or street centerlines):
3. PEDESTRIAN CIRCULATION PLAN. With the Development Review Board submittal, the developer shall submit a Pedestrian Circulation Plan for the site, which shall be subject to city staff approval. This plan shall indicate the location and width of all sidewalks and pedestrian pathways.

### DRAINAGE AND FLOOD CONTROL

1. CONCEPTUAL DRAINAGE REPORT. With the Development Review Board submittal, the developer shall submit a conceptual drainage report and plan subject to city staff approval. The conceptual report and plan shall conform to the Design Standards and Policies Manual - Drainage Report Preparation. In addition, the conceptual drainage report and plan shall:
  - a. Include flood zone information to establish the basis for determining finish floor elevations in conformance with the Scottsdale Revised Code.

### VERIFICATION OF COMPLIANCE

1. WATER. Provide Fire flow Test to confirm min. of 1500 gpm the required flow for fire protection

OTHER REQUIREMENTS

1. SECTION 404 PERMITS. With the improvement plan submittal to the Project Quality/Compliance Division, the developer' engineer must certify that it complies with, or is exempt from, Section 404 of the Clean Water Act of the United States. [Section 404 regulates the discharge of dredged or fill material into a wetland, lake, (including dry lakes), river, stream (including intermittent streams, ephemeral washes, and arroyos), or other waters of the United States.]
2. DUST CONTROL PERMITS. Before commencing grading on sites 1/10 acre or larger, the developer shall have obtained a Dust Control Permit (earth moving equipment permit) from Maricopa County Division of Air Pollution Control. Call the county 602-507-6727 for fees and application information.
3. UTILITY CONFLICT COORDINATION. With the improvement plan submittal to the Project Quality/Compliance Division, the developer shall submit a signed No Conflict form (not required for city owned utilities) from every affected utility company.

Rezone from Central Business District, Downtown Overlay (C-2 DO) to Downtown/Office Commercial Type 2, Downtown Overlay (D/OC-2 DO) to allow a building expansion and renovation which includes residential units.

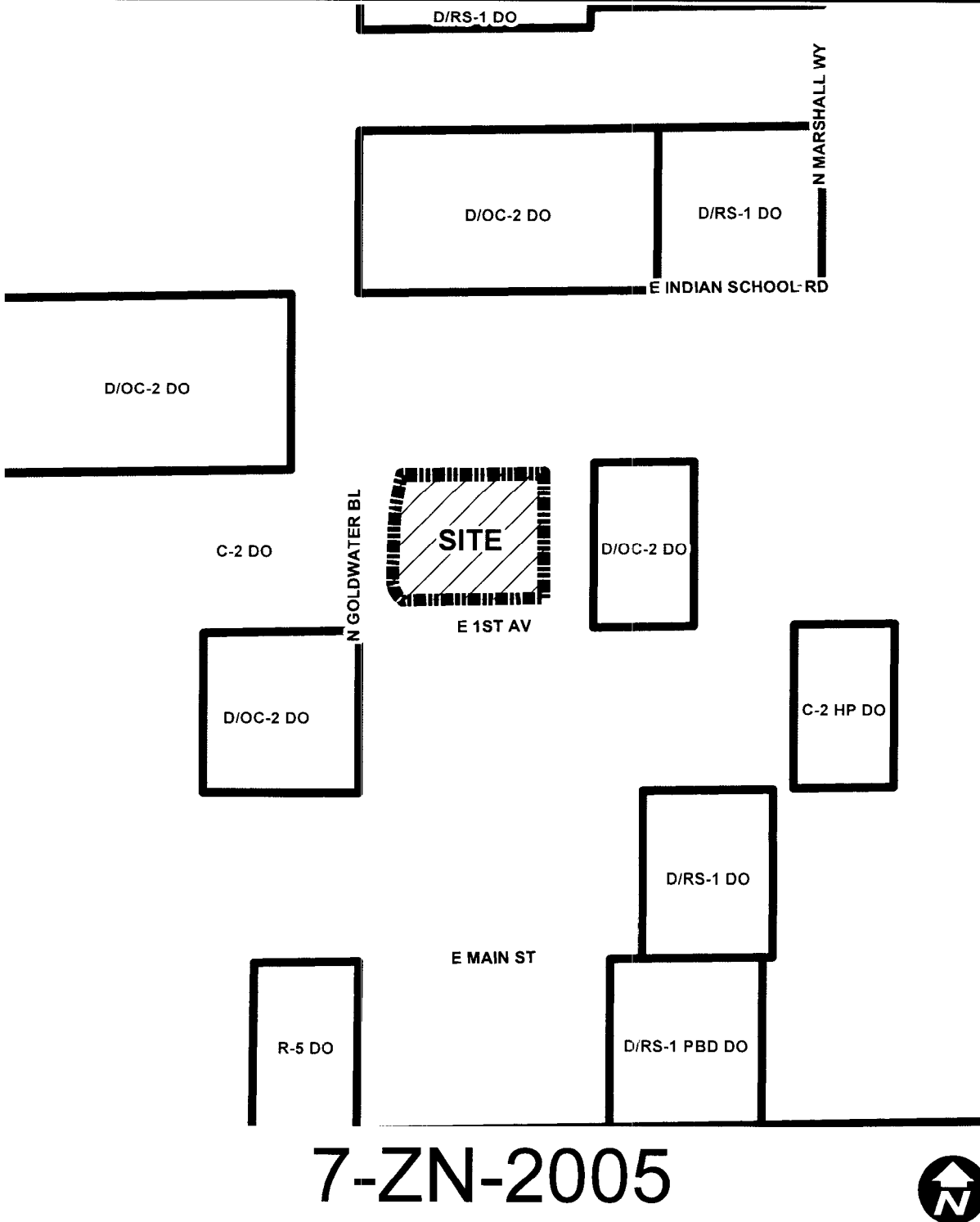


EXHIBIT 2

## **ADDITIONAL INFORMATION FOR CASE 7-ZN-2005**

### **PLANNING/DEVELOPMENT**

1. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
  - a. Architectural Design
  - b. Relationship of proposed structures to the Downtown Design Guidelines
  - c. Proposed pedestrian scale of the project

### **ENGINEERING**

1. **RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE.** The developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to washes, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of zoning/use permit does not and shall not commit the city to provide any of these improvements.
2. **FEES.** The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.
3. **STREET CONSTRUCTION STANDARDS.** The streets for the site shall be designed and constructed to the standards in the Design Standards and Policies Manual.
4. **CITY CONTROL OF ACCESS.** The city retains the right to modify or void access within city right-of-way. The city's responsibility to promote safe conditions for the traveling public takes precedence over the stipulations above.



**Clayton** *Group*  
Commercial Real Estate Services

June 3, 2005

City of Scottsdale  
Attn: Mac Cummins  
7447 E. Indian School Road  
Scottsdale, AZ 85251

**Re: 7002 E. 1<sup>st</sup> Ave – Neighborhood Involvement Letter**

Dear Mac,

Attached is the Neighborhood Involvement information we sent out on March 22, 2005 for our project located at 7002 E. 1<sup>st</sup> Avenue.

If you need additional information please call me at 480-941-2260.

Sincerely,

Steve Berghoff



## Clayton Companies

Commercial Real Estate · Management · Development

3/22/2005

Re: 7002 E. 1<sup>st</sup> Avenue Re-development

Dear Neighborhood Resident,

My name is Tom Frenkel and I own the building located at 7002 E. 1<sup>st</sup> Avenue. As a neighboring property owner, I am writing to inform you about the improvement project planned to start later this year.

Before I elaborate on the building plans I would like to give you some background on myself. I have been a resident of Scottsdale for the last nineteen years and live approximately one mile from the building. My office is located in downtown Scottsdale, approximately two miles from the building (southwest corner of Granite Reef & Indian School). I own twenty five similar properties in the downtown Scottsdale area. I purchase many of my properties in disrepair, rehabilitate the buildings, manage/lease them and hold them as long-term investments. I am happily married and have three wonderful children.

The building located at 7002 E. 1<sup>st</sup> Avenue is ideally suited for redevelopment. The project consists of rehabilitating the existing structure and converting it into modern professional offices and residential units. Our plans involve adding more office/retail to the existing two-story office building (west portion of site) and building residential condominium units above the existing parking (east portion of site). The current parking lot will be converted into a parking garage with four, two-story lofts built above the garage.

In its existing condition, the building is 7,365 square feet. Our redevelopment plans call for 7,000 square feet of office/retail and 8,871 square feet for residential units. The new parking garage will be open to visitor parking and will include a gated area for private use by residential tenants. Access to the condominiums will be through a courtyard that connects the residences with the office/retail as well as to the north on site parking area.

The proposed building design is contemporary and will create a more inviting streetscape. Entrances to the building will be better defined with large paved areas and glass facades. The completed building will be light in appearance and inviting to those passing by while at the same time providing privacy and security for the residential units. New landscaping will be added throughout the site to meet the City of Scottsdale low water requirements. Enclosed are a site plan and artists rendering which graphically depicts the remodeled building.

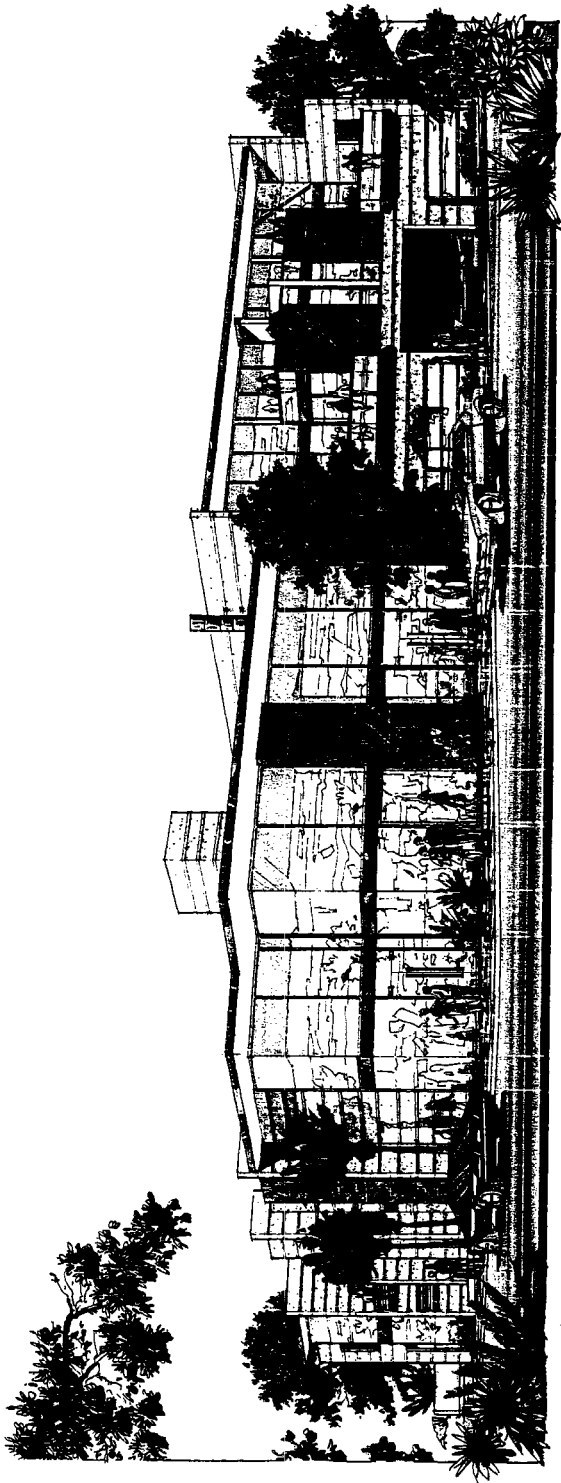
You may recognize a number of recently completed buildings I own in the downtown Scottsdale area. The two-story building on the southwest corner of Indian School and Granite Reef, and the building on the southwest corner of Indian School and Miller. I am proud of the improvements these buildings made to the neighborhood and I anticipate the completed building at 7002 E. 1<sup>st</sup> Avenue to be every bit as nice in architecture and presence.

Thank you for your time and consideration of this project. If you have any questions please feel free to call or e-mail me at any time. I look forward to meeting you and hopefully having your full support.

Sincerely,

Tom Frenkel  
tom@clayton-companies.com





[illegible]

# ALLEY

**BUILDING EXPANSION FOR  
THE CLAYTON COMPANIES  
7002 E. 1st AVENUE  
SCOTTSDALE, ARIZONA**



Tom Frenkel

From: Tom Frenkel [tom@clayton-companies.com]  
Sent: Wednesday, March 30, 2005 11:47 AM  
To: 'Richard F'  
Subject: FW: 7002 E First Ave Development

-----Original Message-----

From: canyonrider [mailto:canyonrider@mac.com]  
Sent: Wednesday, March 30, 2005 10:16 AM  
To: Tom Frenkel  
Subject: Re: 7002 E First Ave Development

Dear Tom,  
(Call me Herb)

Thanks for your reply. I know the quality of your building will be high and I look forward to working with you and all the neighbors to better our street. Thank you for the insight into the parking issues with the Coach House. I wish you the best and perhaps sometime we'll have some lunch at Grimaldi's on us.

Herb

On Mar 30, 2005, at 7:52 AM, Tom Frenkel wrote:

> Dear Mr. Shipp,  
>  
> Thanks for your comments to my proposal. I am very familiar with your  
> family's history in Downtown Scottsdale and respectful of your  
> commitment as long term property holders. I also believe in keeping  
> real estate for long term investment. I have kept most of my  
> properties over the last eighteen years I've been in Downtown  
> Scottsdale and hope to turn them over to my children should they  
> hopefully continue in my business. My two most recent projects were  
> the Southwest corner of Miller and Indian School and The Southwest  
> corner of Granite Reef and Indian School. The Miller project I tore  
> down five older homes and built  
> the existing small center with the Coffee Bean on the corner. The  
> Granite Reef project was the renovation of the longstanding vacant  
> building which I converted into a beautiful new office building. I am  
> particularly proud of it and I office out of the building. Regarding  
> your comments I will admit that I am not a huge fan of Western  
> architecture. If you view my building on Granite Reef and Indian School  
> where I office I would hope you would agree that it is modern yet very  
> tastefully done. The architect designing 1st Ave and Goldwater is the  
> same architect who designed my Granite Reef building. I would strive to  
> keep the same quality of improvements in my new project and might even  
> choose to move my offices to it upon it's completion. We may differ on  
> the style of building we individually prefer, but I think you will be  
> pleased with the commitment I will have to building a quality project  
> which I can be proud of on that corner. The parking concerns on the  
> street I also share with you. It seems that Arcadia Farms  
> employees/customers dominate the Street parking. With four on site  
> parking spaces obviously it cannot support the type of volume she does.  
> With my parking lot being the biggest on the Street it becomes the  
> target for everyone looking for a space. I will be sensitive to the  
> parking, but cannot be blamed for what already is a problem not caused  
> by me. The Coach House parking on my lot, I owe you an apology for. I

MAC -  
WE RECEIVED THIS  
EMAIL RESPONSE TO  
OUR NOTIFICATION.



> was approached by them to lease parking as the prior owner had done  
> previous to me. I signed a six month parking agreement with them  
> thinking the extra income would be nice while I went through the  
> permitting process. It has turned out to be a mistake. I myself do not  
> drink and hate the crowd they attract. I would prefer their cliental  
> remain off of our street. I will not be renewing their lease and again  
> apologize for bringing that type of business on to 1st Ave. I look  
> forward to meeting you and feel free to contact me as I continue  
> through  
> the development of the corner.

> Sincerely, Tom Frenkel

> P.S. I eat at Grimaldis 2-3 times a week and owe you for leasing to  
> them. That might be a central reason why I'd move into the 1st Ave  
> building.

> -----Original Message-----

> From: canyonrider [mailto:canyonrider@mac.com]

> Sent: Friday, March 25, 2005 2:39 PM

> To: tom@clayton-companies.com

> Subject: 7002 E First Ave Development

> Dear Mr. Frenkel,

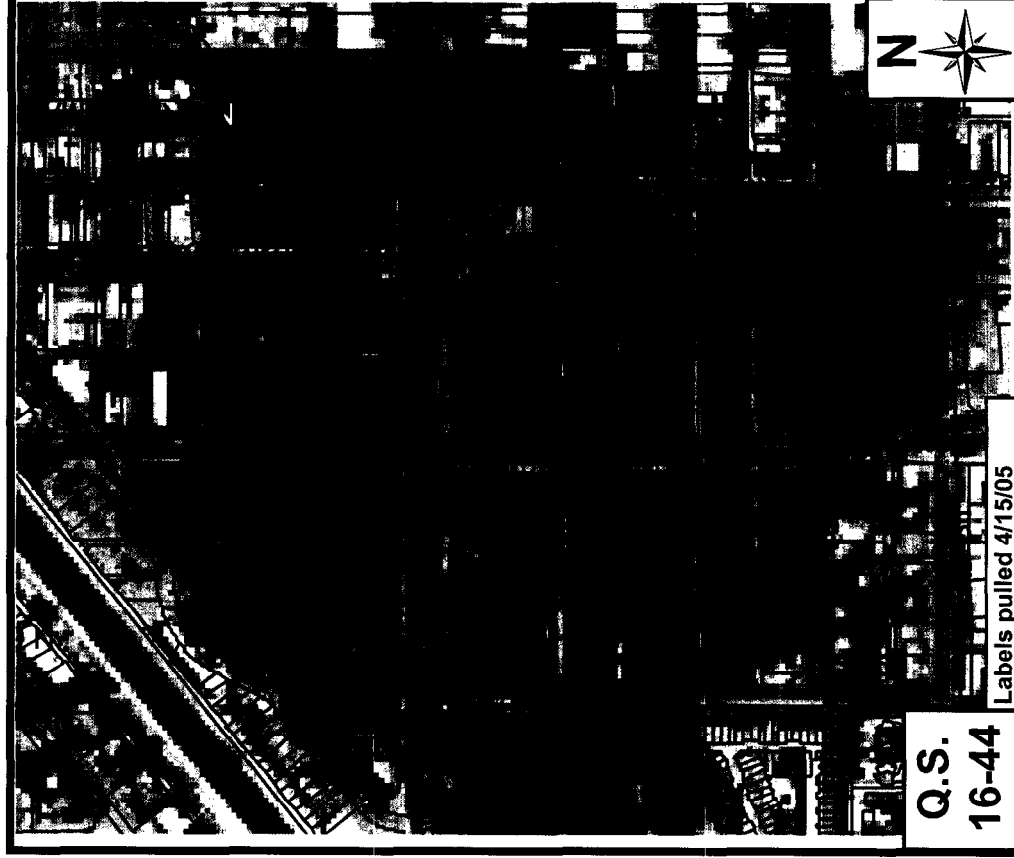
> Thank you for your letter dated 3/22/2005. We own the property  
> directly across the street at 7001 E First Ave. My only concern to  
> your development is the quite modern look to the exterior. Sadly, much  
> of Scottsdale has lost its identity of a western town. Architecture  
> that would not clash with the surrounding area is extremely important  
> and even though perhaps other buildings in the vicinity have a modern  
> look, a statement that would fall between them that would involve a  
> sense of classic western style or materials would be preferable to me.  
> I hope your final design would incorporate more of this flavor and  
> less glass exterior.

> We would also be quite concerned that you not only have enough parking  
> for the building, but that the employees and customers would actually  
> use it. Our current street parking is quite limited. To this, I might  
> also mention that granting the usage of your current parking lot to  
> the bar on indian School was not helpful to those of us on the street.

> Sincerely,

> Herb Shipp  
> General Partner,  
> Shipp, Ltd. LLP  
> 480-994-9762  
> 480-994-0146 Fax

# City Notifications – Mailing List Selection Map



## Map Legend:



Site Boundary



Properties within 750-feet

## Additional Notifications:

- Interested Parties
- Scottsdale Coalition

**1st Avenue & Goldwater**

**7-ZN-2005**

ATTACHMENT #7

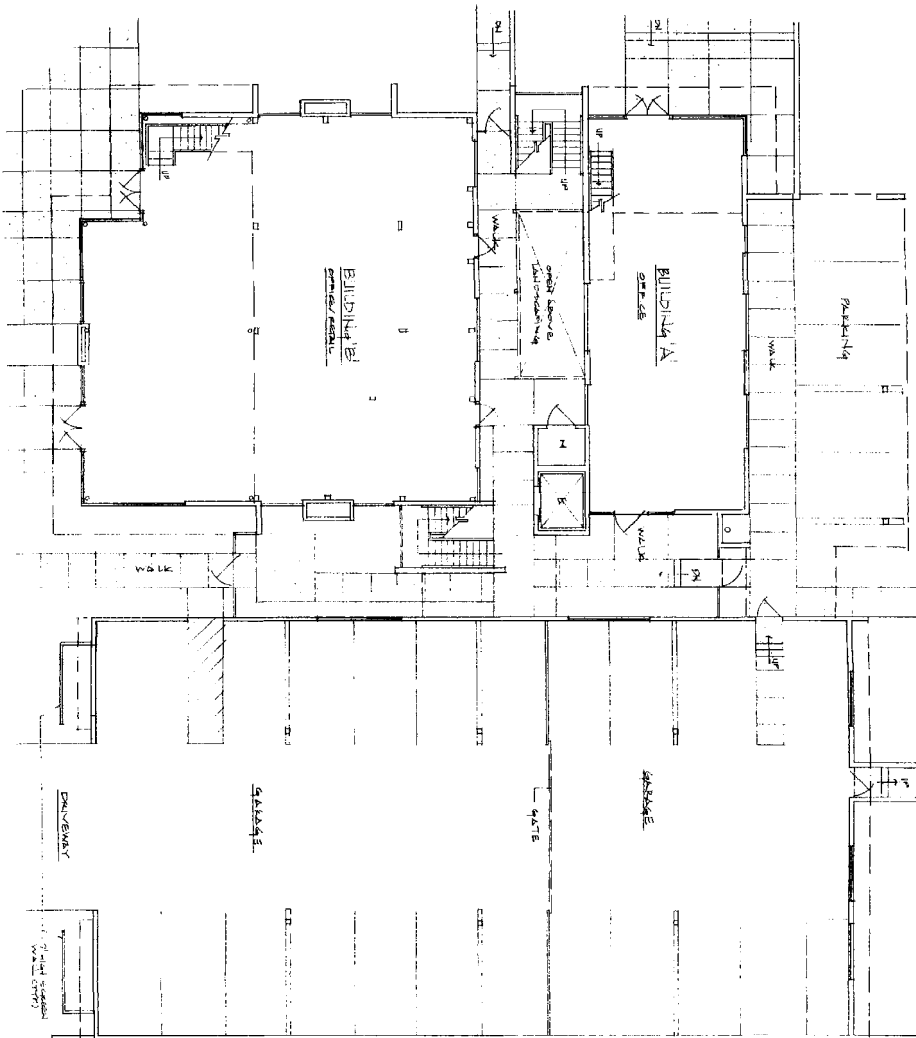
1ST AVENUE

ALLEY

**SITE PLAN**  
1/8" = 1'-0"

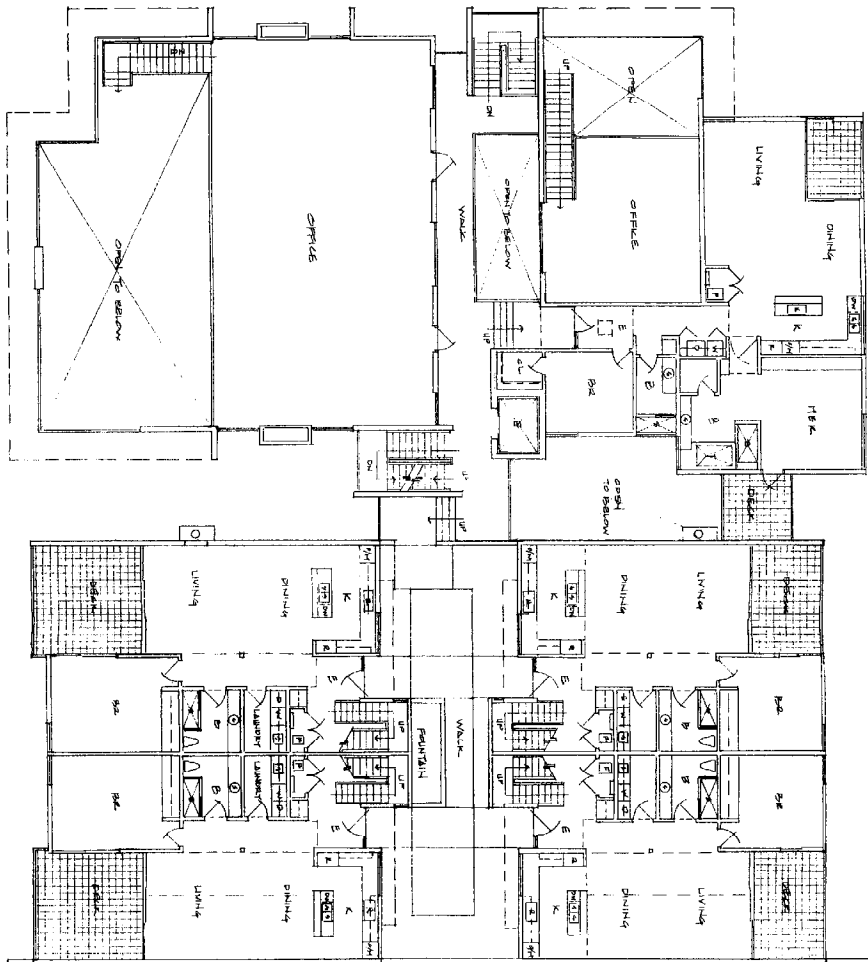
**ATTACHMENT #8**

**BUILDING EXPANSION FOR  
THE CLAYTON COMPANIES  
7002 E. 1st AVENUE  
SCOTTSDALE, ARIZONA**

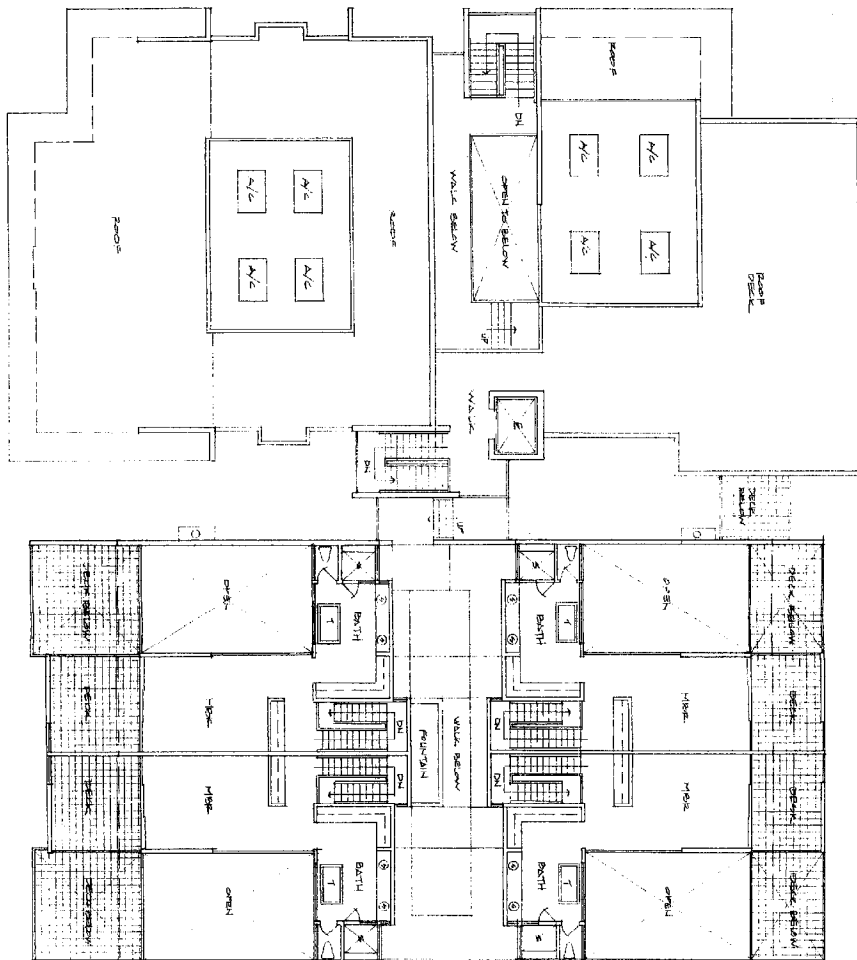


FIRST FLOOR PLAN  
1/8" = 1'-0"





SECOND FLOOR PLAN  
1/8"=1'-0"



THIRD FLOOR PLAN  
1/8" = 1'-0"

# Land Use

## VISION STATEMENT

*Scottsdale is first and foremost a residential community and Southwest tourist destination where the diversity and arrangement of land uses is designed to enhance quality of life and ensure long-term prosperity. Our land uses must complement each other visually, aesthetically, socially, and economically. We will protect large, unspoiled portions of our mountain and desert areas, as well as view corridors to those areas. We will avoid conflicting, damaging or otherwise unwanted land uses from compromising the overall character of a site, a neighborhood, or the community. Scottsdale will ensure a variety of living, working, and leisure opportunities through different land uses, vital neighborhoods, thriving business and tourism communities, and open spaces for people to recreate, reflect, and enjoy.*

## Introduction

Scottsdale has evolved and grown since its founding in the late 1800's and its incorporation in 1951. Starting as a small residential community sprinkled with farms and citrus groves, through growth cycles (that affected the entire Phoenix metro area), annexations of large areas of unincorporated lands, preservation of natural environment through the Hillside and Environmentally Sensitive Lands Ordinances, and concentrations of resort uses, arts, tourism and cultural facilities, Scottsdale has become a community that features a variety of land uses contributing to a diverse economy, unique community character, and a national reputation for quality.

**see Introduction  
section, pages 25-37**

Currently, Scottsdale's planned and existing land uses are distributed as follows. (The figures are approximations and don't equal 100% due to other uses such as streets and easements.):

- Residential uses 54%
- Open Space 30%
- Commercial 2.5%
- Cultural/Institutional 2.4%
- Employment 1.8%
- Office 1%
- Resort 1%
- Utilities .8%
- Mixed Use/Downtown .5%



### ***Preservation efforts***

The tremendous growth cycle of the mid to late 1990's led to a strong community desire to preserve large expanses of Sonoran Desert, particularly in and around the McDowell Mountains. During this time period, Scottsdale emerged as a leading community in the preservation of natural open space with the anticipation of preserving one third of its landmass in a natural preserve (called the McDowell Sonoran Preserve) linking the McDowell Mountains with McDowell Mountain Regional Park to the east, the Tonto National Forest to the north and the city of Phoenix open space networks to the west.

### ***Regional employment center***

In recent years, the development of the Pima Freeway (101) has contributed to a more concentrated mixed-use land use pattern along this corridor. The Scottsdale Airpark has emerged as one of the most significant employment cores within the State of Arizona. These regional land uses along with the city's land preservation efforts have contributed to Scottsdale's strong economy, which in turn contributes to a high quality of life for its residents and visitors.

### ***Employment and retail hub***

Scottsdale is regarded as a suburb of Phoenix, but unlike the typical suburban community, it is a net importer of employment and serves as a regional retail center. Household sizes are typically smaller than in other communities in the Valley, and household incomes are higher than most communities in the area. Because of the relative scarcity of services in some areas adjacent to the city, residents outside of the city heavily use Scottsdale's retail centers, parks, employment centers, and libraries.

### ***Resorts***

Scottsdale is the major resort center of the metropolitan area. Although not all local major resorts are located in the city, Scottsdale contains the core of specialty shopping, art galleries, and recreational facilities, and many of the cultural and sporting events that attract and sustain the local tourism industry. Preserving the quality of the city's visual environment is an important component of maintaining this industry.

### ***Land Use Patterns***

Now and in the future it is important that land use patterns are fostered that help conserve natural resources, reduce the dependence on the automobile and alleviate traffic congestion, contribute to the character of the community, and adequately serve the needs of the citizens. Land use decisions must take into consideration the relationship of adjacent land uses to sensitively integrate proposed land uses with existing natural and physical environments.

### ***Character-based General Planning***

As a result of CityShape 2020 recommendations, Scottsdale has implemented Character-based General Planning. The Character-based General Plan consists of the Six Guiding Principles and a structure that contains three distinct and interrelated levels. The Land Use Element and all the Elements of the General Plan apply to the citywide level of planning. Citywide planning incorporates all policies that apply to the city as a whole. More detailed planning is found at the Character Area and Neighborhood planning levels. In some cases, specific land use considerations may be better addressed at the Character and Neighborhood planning levels, instead of the citywide General Plan level. Character area and Neighborhood planning will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Plan and Neighborhood levels, within the context of community-wide goals and the citywide General Plan. The Land Use Element gives broad goals, and general direction for the city's land use distribution and relationships.

### ***The Land Use Element***

To maintain a community with a healthy economic base and provide services for our residents and visitors, a diversity of land uses should be provided that include schools, parks (both active recreation areas and passive open space) community centers, residential uses for different social economic levels, and retail, commercial and employment centers to serve these residential areas. Public infrastructure such as streets, trails, paths, water, sewer and utilities are needed to serve these land uses. The Land Use Element and its maps indicate the general distribution, location, type, and relationship of all of these land uses.

The Land Use Element establishes the general policies for the types and location of land uses throughout the city. The Zoning Ordinance implements these policies by establishing the legal parameters for the development of a parcel of land. The policies within the Land Use Element focus on three distinctive but interrelated levels: regional relationships, citywide relationships, and local relationships. This hierarchy helps define Scottsdale's role within the metropolitan area, reinforce Scottsdale's quality of life and defines policies that sensitively integrate and balance land uses into the local natural and physical environments. Although the Land Use Element is often the most visible element of the General Plan, it is only one part of the General Plan. Coordination between and among all of the General Plan Elements is required to have a comprehensive policy document that speaks to the future needs of the community.

The Land Use Element is similar to other Elements within the General Plan in that it illustrates a common direction or vision. This citizen-initiated vision may change over time due to changes in a maturing community. The General Plan must be refined over time to reflect these changing community needs.

**see the Scottsdale  
Values and Vision  
section**

**see the Character  
and Design Element**



## Scottsdale Values ...

- Respect for the natural environment.
- Respect for the existing and historical context of the built environment.
- An unsurpassed quality of life for citizens and visitors.
- Recognition of the community's unique identity and reputation.
- Land use and transportation planning that creates logical and efficient transportation options and patterns to help connect people to jobs, services and amenities.
- A rich mix of living, working, and playing environments that do not violate or intrude upon the values that make each place unique or special.
- Aesthetic design of uses to fit with the surrounding character and scale.
- Well-sited mixed-use districts that integrate residential, retail, office, and other uses in specific areas supported by compatible infrastructure.



## Goals and Approaches

### Regional Context:

1. **Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.**
  - Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.
  - Encourage land uses that preserve a high quality of life and define Scottsdale's sense of place within the region.



**see Preservation  
and Environmental  
Planning Element**

**see Growth Areas  
Element**

- Support a regional open space network that celebrates Scottsdale identity as a desert city and maintains the viability and connectivity of the natural ecosystems.
  - Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.
- 2. Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.**
- Work with adjacent jurisdictions to understand the dynamics of the emerging and redeveloping areas on the borders of Scottsdale.
  - Support the location of regional land uses, such as major employment centers along regional mobility networks.
  - Relate regional transportation corridors to regional land use intensities.
  - Support the regional open space network using the Maricopa Association of Governments Desert Spaces Plan (1995) or future updates as a baseline to coordinate with adjacent jurisdictions open space systems, recreation opportunities, storm water drainage, and sensitive wildlife habitat and migration routes.

#### **Citywide Land Use Policies:**

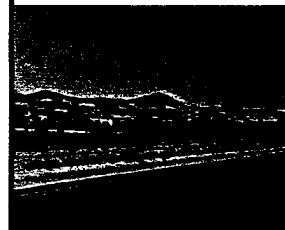
- 3. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.**
- Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements and access to various mobility networks.
  - Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.
  - Maintain the natural integrity of open space preserves by ensuring development patterns and land uses are sensitively integrated along the edges of the Preserve.
  - Locate employment uses where impacts on residential neighborhoods are limited and access is available at citywide and regional levels.
  - Guide growth to locations contiguous to existing development to provide city services in a cost effective and efficient manner.
  - Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available.

**4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.**

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.
- Support jobs/housing balance by integrating housing, employment, and supporting infrastructure in mixed-use centers located at appropriate locations.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.
- Maintain a citywide balance of land uses that support changes in community vision/dynamics (established by future community visioning processes) over time.

**5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.**

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.
- Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips (pedestrian and cycling and transit) where environmentally and physically feasible.
- Support the physical integration of residential uses with retail uses to provide opportunities for pedestrian oriented development.
- Ensure Scottsdale's transportation choices respond to the land use patterns and local neighborhood lifestyles.
- Provide an interconnected open space system that is accessible to the public, including pedestrian and equestrian links, recreation areas, and drainageways.
- Ensure that basic levels of environmental health and human services are provided for all socio-economic levels within the community.
- Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.



**see also the  
Community Mobility  
Element**

**see the Open Space  
and Recreation  
Element  
see the Public  
Services and  
Facilities Element  
see the Growth  
Areas Element**



**see also the  
Preservation and  
Environmental  
Planning Element**

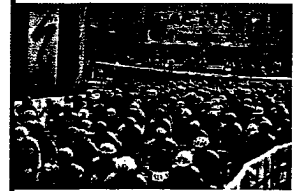
**see Growth Areas  
Element**

6. **Promote land use patterns that conserve resources such as land, clean air, water, and energy and serve all people within the community.**
  - Support the essential cycles and life support functions of our ecosystem through land uses and development activities.
  - Respect and preserve the biodiversity of the Sonoran Desert environment in development.
  - Protect and restore essential ecosystem services that maintain water quality, reduce flooding, and enhance sustainable resource development.
  - Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations allowing people to live, work, play and shop in the same general area.
  - Concentrate future development in "growth areas" and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.
  - Integrate land use and transportation policies to promote a decrease in vehicle miles traveled to reduce air pollution and resource consumption, increase interaction among citizens and provide a stronger sense of community.
  - Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.
  - Minimize environmental hazards and protect the natural character of the desert by discouraging development on environmentally sensitive lands.
  - Implement the acquisition of land for the McDowell Sonoran Preserve.

**Local Land Use Relationships:**

7. **Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.**
  - Protect sensitive natural features from incompatible development, and maintain the integrity of natural systems.
  - Incorporate appropriate land use transitions to help integrate into surrounding neighborhoods.
  - Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.
  - Sensitively integrate neighborhood services, schools, parks, and other civic amenities into the local physical and natural environments by establishing reasonable buffers and preserving the integrity of the natural terrain and open space networks.

- Incorporate open space, mobility, and drainage networks while protecting the area's character and natural systems.
- 8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.**
- Promote public land uses such as parks, schools and other civic uses that act as the nucleus of neighborhoods and promote community interaction.
  - Develop and reinforce links (i.e. trails, paths, open space, transit, and streets) within and between residential, retail, employment, recreational and other public land uses.
  - Promote development patterns and standards that are consistent with the surrounding uses and reinforce an area's character.
- 9. Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.**
- Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods.
  - Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures (retail or office on lower level and residential uses on upper levels).
  - Encourage redevelopment that invigorates an area while also respecting the character of adjacent neighborhoods.
  - Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility.



### ***Land Use Map Designations***

The purpose of the Land Use Element is to encourage the orderly and efficient distribution of land uses in the city. A full range and mix of land uses, including rural, suburban, and urban neighborhoods, employment, commercial, and recreational, cultural, and preservation areas are provided in the Element. The following is a description of these land use categories:

“Neighborhoods” focus on a range of mostly residential classifications. Land uses are designated to accommodate a mix of dwelling types and densities for a variety of neighborhood and environmental conditions, and other uses that support residential land uses, such as shopping and small business. Zoning regulations also allow a limited number of non-residential uses, such as places of worship, neighborhood parks, schools, etc., that provide community assets

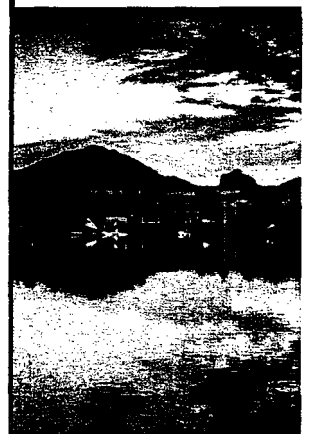
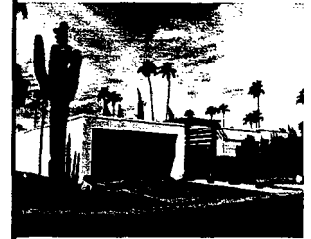
in desert settings near the mountains) is a key consideration and in the past has often been accommodated through master-planned communities or clustering.

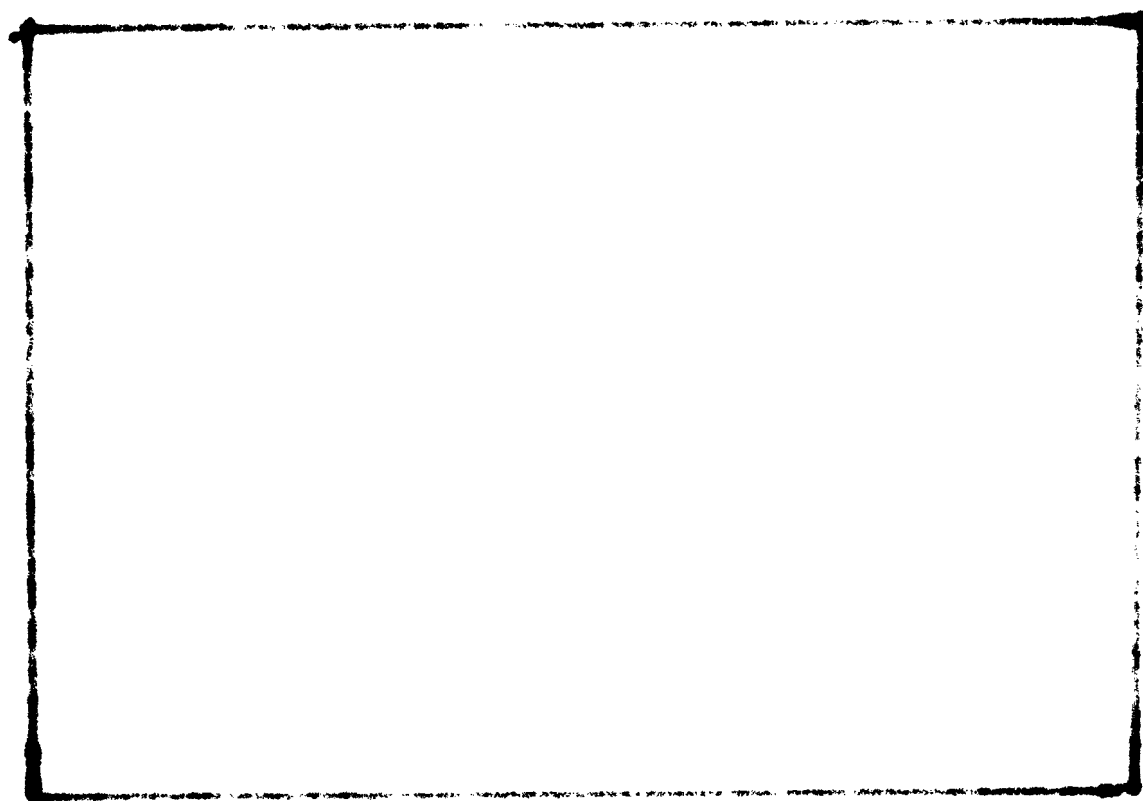
**URBAN NEIGHBORHOODS:** This category includes areas of multi-family dwellings/apartments. Densities in Urban Neighborhoods are usually more than eight dwellings per acre. These high-density uses are generally located near retail centers, offices, or other compatible non-residential uses. Care must be taken to minimize impacts on other residential areas and to provide adequate circulation to accommodate the traffic volumes. Access to transportation choices (e.g. pedestrian, bicycle, transit, etc.) is a key consideration for urban neighborhoods. Areas containing high-density residential development should have minimal environmental constraints.

**MIXED-USE NEIGHBORHOODS:** Mixed-use neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complementary office or retail uses or mixed-use structures with residential above commercial or office. The Downtown area, some areas of the DC Ranch development, areas in the Pima Freeway corridor north of the Airpark, the Los Arcos area, and McCormick Ranch Center area are most suitable for mixed-use neighborhoods.

*Whenever non-residential uses are adjacent to established or planned residential areas, special care must be taken to ensure privacy and to protect personal property. Methods of protecting residential areas by providing transitions and buffers between areas include increased setbacks, landscaping, restricted land uses, diversion of traffic, controlled noise or light, height limitations, and transitional land uses such as minor offices, minor employment uses, or medium-high density residential uses. Mixed-use areas can still provide a mix of residential and non-residential uses while respecting privacy and personal property rights.*

**RESORT/TOURISM:** This category is designed for hotels and a variety of resorts. They can be freestanding or part of a resort community or master-planned development. Resort locations capitalize on good transportation, the physical amenities of the area, and recreational or shopping opportunities. Hotels or resorts often include some ancillary retail, cultural and recreational uses. In some areas of the community lower density may be required to preserve desert character and environmental features, or it may be necessary due to land slopes or other physical constraints of the specific area. Medium density residential uses with a resort character and lifestyle may be integrated into resort uses and may share resort amenities. Resort uses often are places next to open spaces as a key amenity.





**Related Plans and Policies:**

- Environmentally Sensitive Lands Ordinance (1991, revised 2001)
- Shea Area Plan (1993)
- The Downtown Plan
- Maricopa Association of Governments Desert Spaces Plan, 1995

**Reference:**

- Existing Land Use map
- State Land Commissioner Order #078-2001/2002

**Element Graphic:**

- Conceptual Land Use map

JENNY LYNN

CIRCLE MOUNTAIN

HONDA BOW

ROCKAWAY HILLS

DESERT HILLS

JOY RANCH

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY

LONE MOUNTAIN

DIXILETA

DYNAMITE

JOMAX

HAPPY VALLEY

PINNACLE PEAK

DEER VALLEY

BEARDSLEY

OUTER LOOP

UNION HILLS

BELL RD./FRANK LLOYD  
WRIGHT BLVD.

GREENWAY RD.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLE TREE RANCH RD.

MCCORMICK PKWY.

INDIAN BEND RD.

MCDONALD DR.

CHAPARRAL/CAMELBACK RD.

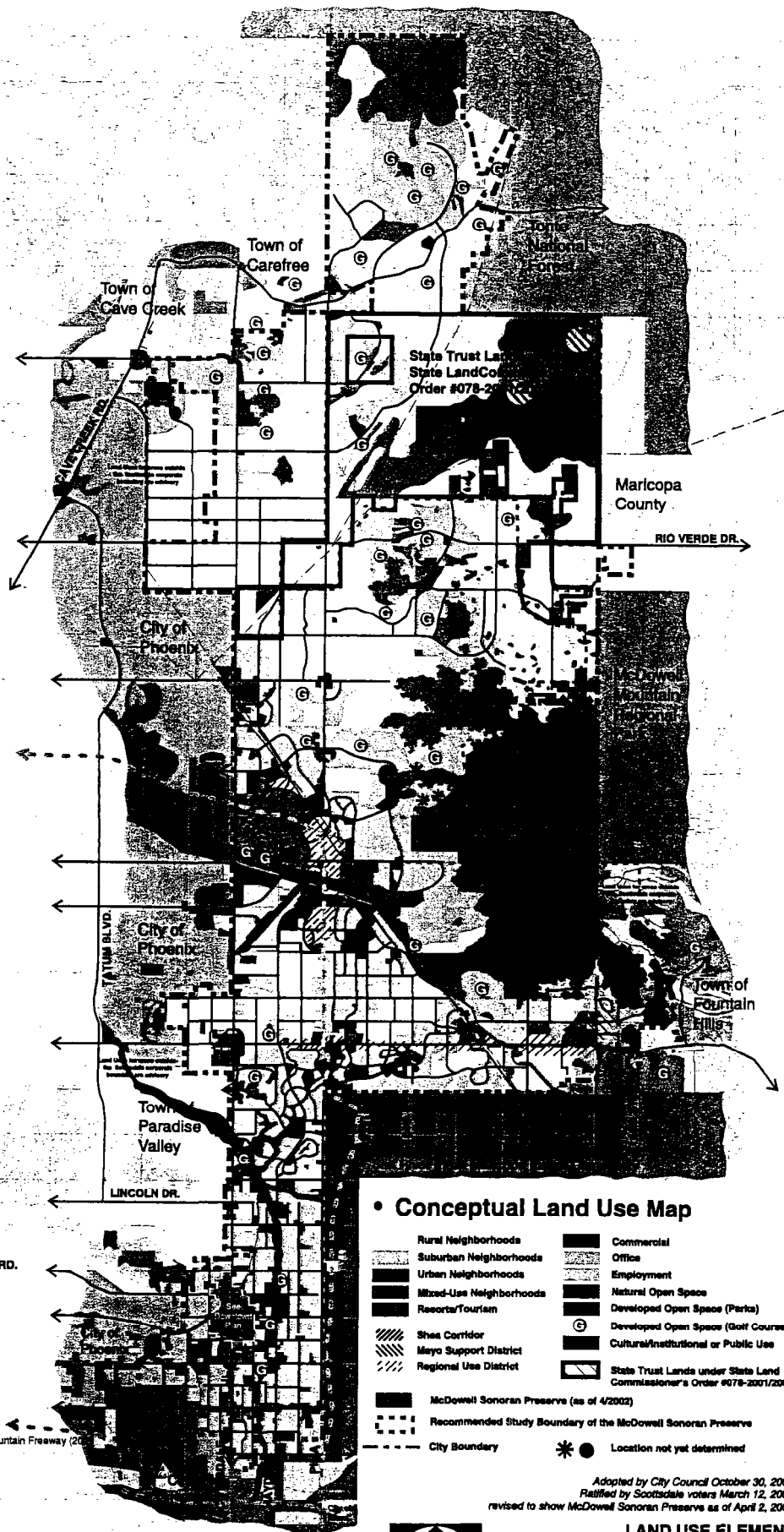
CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS

MCDOWELL RD.

McKELLIPS RD.



Land Uses shown outside Scottsdale city boundaries  
are advisory and use the closest comparable  
Scottsdale land use categories



Adopted by City Council October 30, 2001  
Ratified by Scottsdale voters March 12, 2002  
revised to show McDowell Sonoran Preserves as of April 2, 2002

#### LAND USE ELEMENT

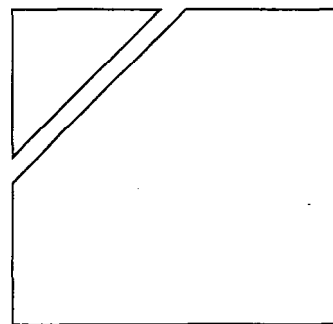
Locations depicted on this map are generalized

**general plan**  
**scottsdale, arizona**





# DOWNTOWN PLAN



## Land Use



# Land Use Zones

**Regional Commercial/Office** - The primary land use of this zone should consist of community/regional levels of commercial and office complexes. Currently it contains Fashion Square, the Galleria site, and the Portales site. The completion of the couplet system will help to spur further development of regional commercial office/residential. These developments will strengthen Downtown Scottsdale as a regional draw. The completion of the couplet and the shuttle connection from Fashion Square to the specialty shopping areas in downtown will be important to the success of this area.

**Office/Residential** - The primary land uses of this zone should be office and residential. Proper development flexibility with emphasis on land assembly, shared parking facilities, floor area and height adjustments could allow this area to develop a strong garden office/in-town residential mixed-use character. Within this zone is the Scottsdale High School site which will ultimately transition to this use.

**Residential/Hotel** - The development of residential/hotel uses in this zone will be highly compatible with the adjoining specialty shopping districts. This development will also enhance the seasonal residential and resort hotel uses currently located within this zone. The couplet system provides the access and exposure that this well maintained seasonal residential area requires to continue to develop. Consideration should be given to this land use zone for the location of a conference facility or other resort related uses which could provide an attractive draw for downtown.

**Retail/Specialty** - The specialty shopping uses should be limited primarily to this land use zone. It currently contains a majority of specialty retail in the downtown area and is a regional tourist attraction containing Fifth Avenue, Marshall Way, Main Street, Old Town, and Scottsdale Mall. The realignment of Marshall Way will better link these shopping districts and add to their already solid economic performance.

**Civic Center** - The Civic Center, the symbolic focus of the community, is an important element of downtown. Future expansion of the Civic Center could enable it to accommodate new, important cultural and municipal activities. Consisting of City Hall, Library, Public Safety, Justice Court, Center for the Arts, Senior Center, and Scottsdale Stadium, the Civic Center now enjoys increased exposure and improved access with the completion of Civic Center Boulevard.

**Office/Commercial** - This zone, which currently contains a variety of office/commercial uses, will continue to provide necessary support services for downtown and the rest of the community.

**Medical** - This zone will continue to be a major medical service district with a high influx of employees and clients. It currently contains medical related offices and support facilities centered around Scottsdale Memorial Hospital.

**MEETINGS. SECONDED BY COMMISSIONER HESS. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).**

**EXPEDITED AGENDA**

Chairman Gulino noted that Mr. Klaus Liebke had submitted a comment card on 6-ZN-2005 and confirmed that he did not wish to speak.

**COMMISSIONER HEITEL MOVED TO APPROVE 6-UP-2005, 6-ZN-2005 PLUS THE REVISED STIPULATIONS, AND 7-ZN-2005. SECONDED BY COMMISSIONER BARNETT. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).**

**7-UP-2004 (SONRISE COMMUNITY CHURCH)**

Chairman Gulino advised the attendees of the format for this discussion. City staff would make a presentation, followed by the Applicant. Public testimony, pro and con, was to be limited to 30 minutes each.

Mr. Grant, Chief Planning Officer with Planning Development Services, made a presentation of the staff analysis of the revised plan. He reviewed the zoning regulations applicable to this case, which are: the General Plan, the location zoning of R1-70, the Environmentally Sensitive Land Ordinance, and the Foothills Overlay.

Open houses and informal meetings have taken place. Concerns that neighbors have expressed at these forums include traffic levels and patterns, drainage and storm water runoff, desert and neighborhood impact, conformity with the Environmentally Sensitive Lands Ordinance and the Foothills Overlay, building design and massing, outside activity, noise, lighting pollution, trespassing, and the cumulative impact of multiple private schools in the area. Staff has received letters both supporting and opposing the project. A petition opposing the project has over 500 signatures and a petition in support of the project has over 1400 signatures, of which 700 are residents of Scottsdale.

Mr. Grant showed the original and revised site plans side by side for comparison purposes. Buildings have been reduced in size and moved farther to the east of the lot. The playground is located to the north of the buildings on the new plan and the parking is to the west. The revised overall square footage of the facility had been reduced from 33,000 to 26,000 square feet.

A transportation impact study was done in August 2003 which was used in the analysis of the original application in 2004. An updated study was carried out in July 2004. A third study was initiated in March 2005, which was performed by an independent consultant. It addressed the characteristics of the revised site plan, particularly peaking characteristics and trip generation characteristics. Mr. Grant discussed the capacity, current traffic volumes, and projected annual increases in traffic on roads in the area. A joint access easement is required between the site and the property to the north. This